

ABSTRACT

An electronic points system that allows consumers to redeem online those points that were earned offline is described. In one implementation, the offline-online points system is applied to a soft drink bottle caps program. A soft drink company is sponsoring a promotions
5 program where certain bottle caps are worth so many points. A consumer buys a soft drink bottle at a local store. The lucky consumer discovers that he is the beneficiary of a winning bottle cap, and in particular, a bottle cap that is worth N points. Instead of redeeming this winning bottle cap in the traditional way, the consumer logs onto the soft drink company's website and registers his bottle cap code. Thereafter, after registration, the consumer can
10 redeem these points for any merchandise that is available for purchase with these points at any participating company's online store.

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